GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2545
ANSWERED ON:18.03.2008
POPULARITY OF AKASHWANI PROGRAMME
Singh Shri Ganesh

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government is aware that the popularity of different programmes of All India Radio is declining gradually;

(b) if so, the details thereof alongwith the reasons therefor;

(c) whether maximum time slot is given to the burning issues in all the Broadcasts of All India Radio;

(d) if so, the details thereof;

(e) the extent to which the All India Radio has been successful so far in attracting the attention of the Government towards the burning issues in Madhya Pradesh and other States;

(f) whether there is any provision for having discussions on the developmental works got done by local Members of Parliament on All India Radio; and (g) if so, the details of such provisions?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING & PARLIAMENTARY AFFAIRS (SHRI P.R. DASMUNSI)

(a): Prasar Bharati have informed that the popularity of different programmes broadcast from All India Radio has not declined. In fact, the listenership of All India Radio has increased over the years.

(b): Does not arise.

(c) & (d): Various topics of social, economic, political. nature including burning issues before the country are widely and adequately covered in different programmes, news bulletins and news based programmes on the national hookup as well as on the state hookup broadcast from AIR Stations located throughout the country.

(e): Different programmes including news and news based programmes usually cover the entire country attracting the attention of people, policy makers, Government functionaries etc.

(f) & (g): Development works implemented by local Members of Parliament which are of high interest to the public at large are covered in regional news and news based programmes broadcast from various AIR Stations, besides various news bulletins including regional and language bulletins. In addition, Members of Parliament are also invited for participation in regional programmes broadcast from various AIR Stations.